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THE PSYCHOLOGICAL FACTORS AMONG THE MODERN MARKETING
RESEARCH & THE PSYCHOLOGICAL HANDBOOK FOR THE MARKET
PROBE (CHINA)

Bachelor's Thesis 2013

ABSTRACT

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Marketing research is a common method to gather necessary information. Analyzing the data can greatly help the company to make as future decision or plan. However, while implementing the research, there are many psychological factors that need to be taken into consideration. Ignoring this fact will make the research result inaccurate and unreliable, which will directly influence the company's future strategy deciding.

The objective of this thesis was to show what psychological factors need to be considered among different methods of marketing research and how to apply them into modern marketing research. There are two sections in this thesis, the theoretical section and the handbook section. The first section focuses on the psychological theory which could be engaged when doing the marketing research. The handbook section contains practical operating method base on the theories explained, which will be regarded as a supplement for a training supervisor from a research company named Market Probe.

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1. INTRODUCTION:

1.1. Purpose and goal for this thesis

This thesis aims to explain the psychological impact of different modern marketing research methods. A handbook has been organized to assist the case company to establish a better training and evaluation process which contain more factors of psychological impact. This handbook will make the case company's mystery customer research more accurate and efficient.

1.2. Case company introduction

My case company is Market Probe China branch. Its official website is <http://w3.marketprobe.com/>, and the official website for the China branch is <http://www.marketprobe.com.cn/>. Market Probe is globe marketing research company who provide many research methods to their clients. In China branch, the main service is mystery customer research method. Market Probe China branch has satisfied many important clients so far for instance: Nokia, Lenovo, China Mobile etc.

1.3. The structure of this thesis

This thesis has two sections. The first part is theoretical section. In this part, the general situation of sociology and social psychology will be introduced. And the relationship between the psychology and marketing research will be shown. After that, the psychological theories will be explained based on the different methods and procedures of marketing research. There are three marketing research methods: questionnaire, interview and telephone

interview. Some cases will be presented to explain and support my opinion. The general marketing research issues will be written in this part as well.

The second part is the practical section. It is a psychological handbook of marketing research for a company named Market Probe in China. The handbook is a practical tool to improve the case company's marketing research ability. It contains particular methods to bind the psychological issues into marketing research. To use this handbook with their marketing research will make their marketing research result more accurate.

1.4. Introduction of psychology and social psychology

Different scholars have different opinion on psychology, which makes it hard to be accurately defined. "A scientific study of behavior and mental process" is one clearer definition for psychology. And given by the same scholar, the social media definition is: the study of the psychology of social life, and in particular how individuals behave in social situation (Stuart, 1996).

Psychology directly influences human behaviors. Many psychology theories have proved that judgments and behaviors can be affected, no matter if people noticed or not. For instance, there is an experiment which was made by Landy and Singall in 1974 that has supported Feingold's theory: Human's looks can bring the halo effect easier (Clifford & Walster, 1973). In another word, human's appearance can influence the judgment of the people.

If the judgment bias cannot be considered seriously, it may make mistakes, especially in the marketing research field. From this point of view, to have an accurate marketing research report, psychological factors cannot be ignored.

1.5. Modern marketing research

"Marketing, is defined, as the managerial process by which products are matched with markets and through which the consumer is enabled to use or enjoy the product." (Mishra, 2008). An excellent research report will present the manager a smell of the present and a feeling of the future, instead of boring "number crunching".

Nowadays, marketing research has developed a lot. It has combined many subjects and sciences, for instance statistics, international law, sociological. With the developing of psychology, more and more people began to combine the psychological theory with marketing research, which leads to a better result in the business circle. Current situation and relation between psychology and marketing research

2. CURRENT SITUATION AND RELATION BETWEEN PSYCHOLOGICAL AND MARKETING RESEARCH

2.1. Current situation

2.1.1. Social psychology

Social psychology is a branch of psychology (Mckinlay & Mcvittie, 2009). With the development of psychology, the definition of social psychology is changing as well. Different scholars have different definition of social psychology. Table 1 shows different definitions of social psychology as a chart.

Table 1. Different definitions of Social Psychology

Mckinlay & Mcvittie	2009	Social psychology, as a branch of psychology, is the field in which the nature and causes of people's behavior are considered in relation to social situations.
Rogers Wendy	2003	Contemporary social psychology is a fragmented and deeply divided discipline.
Bordens & Horowitz	2000	Social psychology is the scientific study of how individuals think and feel about, interact with, and influence one another, individually and in groups. It is the branch of psychology that studies social behavior

From the above three definitions point of view, we learned that the social psychology is a branch of psychology. It is a subject to studies human psychological and psychical reactions inside a group. Although there are different opinions on the particular issues, the general definition are accepted by most people nowadays.

2.1.2. Marketing research

Marketing Research is the systematic and objective search for and analysis information relevant to the identification and solution of any problem in the field marketing (Suja, 2009). Modern marketing research has the similar definition. However, the method has increased rapidly, telephone research, online questionnaire, interview, mystery customers, etc. All of those methods share a purpose: to get a reliable and accuracy result of the target market. It will help the company either to make the future strategy or evaluate the past performance.

2.2. The relationship between marketing research and psychology

Although marketing research and social psychology are two separate subjects, many psychological theories have been applied into the marketing research. For instance, normally, all guiding words are forbidden during the research. In psychology theory, it is called The Halo Effect.

The Halo effect is emphasis on the first perception. If the first perception is positive or negative, the judgments will be disturbed by this first perception. In the marketing research the first perception – the guiding words need to be avoided in order to get the true opinion of the interviewee, otherwise we may

get completely wrong conclusion.

The marketing research is depending on the basic theory of psychology and social psychology. If the researcher ignore psychology theory, or do not have enough knowledge, the result of the survey will be extremely unreliable. An unreliable research result will bring tremendous of unexpected lost for a company.

Marketing research is very important for all type of business. Some companies heavily relied on a professional research agent; others choose to improve their own marketing research ability. However, neither of them are paying enough attention from the psychology point of view. Most of them believe a new software can improve the research a lot. The fact is, human is the best software for all kind of research. Here is a case in China showing the importance of psychological factors for a modern marketing research.

Around year 2000, over 60% Japanese have their second cell phones. In China, this “second cell phone” trend is growing. Haier, one of the biggest electronic device producers has made a research about it. The research has covered three biggest website in China: Sohu, Sina and Wangyi. The result is exciting; 95% of people are willing to purchase a second cell phone. Most of them hope the looks of the phone should be outstanding. According to the report, a pen-shape cell phone seems to be demanding. Therefore, Haier has developed a new pen-shape cell phone named “Benfeng 5”. However, the product is not as profitable as planned. About 5 year past, Benfen’s market share is still very low. The fashion add-on and on-line service have been proved to be the most important factors for second cell phone (Fengjie, 2009).

Haier's tragedy is due to improper market research. The sample group covered only whom are able to use the internet, which means most of them is young people. Due to the young people psychological characteristics, the result is not as accuracy and reliable as expected.

3. THE PSYCHOLOGICAL FACTORS AMONG THE QUESTIONNAIRE RESEARCH METHOD

Different scholars have different definitions to the process of questionnaire research method. Different scientists have different definition to the processes of the questionnaire research. Dehuan (2005), from Peking University has defined that there are two parts of questionnaire research: design stage and implement stage. Design stage has 4 procedures: decide the core question and purpose, relevant data collection, questionnaire draft design, test and confirm the questionnaire. Implementation stage has 4 procedures: preparation, implementation, re-check, entering data, statistics analyze and writing report. Every stage will be introduced according the motioned theory.

3.1. Design stage

3.1.1. Research purpose and key questions

Keyword: Group pressure

Normally, research purpose and key questions are set by the company though meeting and negotiation. In the meeting (more than 4 persons), there will be a psychologically invisible power to convince the minority to follow the majority. This is called Group Pressure.

During the meeting, every opinion is considered because it is a team work. Someone may have a very brilliant idea, however, different from the majority, so the idea may be “killed” before it have been spread. This is the negative

effect of the group pressure. This chart in Figure 1 explains the different stages of the group pressure:

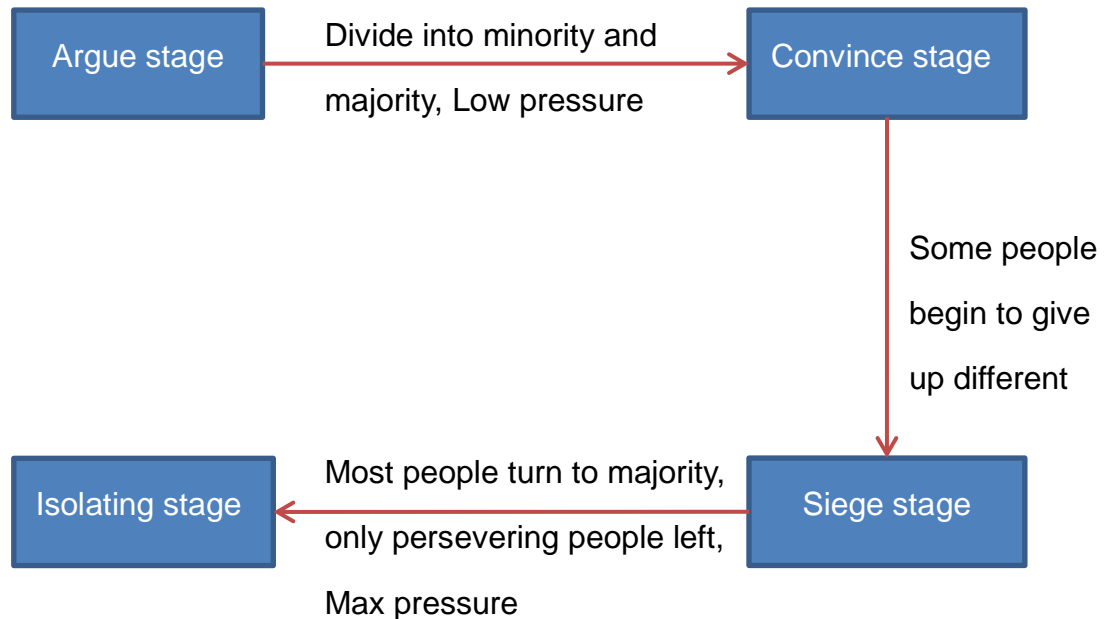


Figure 1. The Group Pressure model (Wern, 1999)

Every coin has two sides, so does this. It may kill some one's idea, but on the other hand, it also can bring the conclusion much faster. In the Asia country, especially China and Japan, people are more likely to follow the majority opinion instead of their own. The minority will be regard as "inflexible" people. In a word, it is very hard to get everyone's true opinion during meeting.

To avoid this, we can divide team members into two kinds. One group is those who are very eager to present their true opinions, the other one is in an opposite site. During the meeting, the manager or the supervisor should concentrate on the first group's opinion. After the meeting, we can meet the second group's people privately and individually. Without worrying about

others judgment and comment, they will likely communicate their true opinion of the project.

To decide the key question and research goal, it is necessary to combine different opinions. If we take every member's opinion into consideration, undoubtedly, we have made a better decision on the core question and research purpose.

Group pressure impact should be taking into consideration in to all stage of marketing research, which impact will contain in all the meeting.

Understanding it and utilizing it wisely, the group will function more efficiently.

3.1.2. Relevant data collection

Keyword: Halo effect

At the beginning of the research, we usually try to find relevant data from different sources; normally seek for any other research group who has done the similar research before. Most likely, their report and research plan will be useful. However, it is also very "dangerous" to have this relevant data and report, especially to the questionnaire designers and researchers. If you have the first perception of the research conclusion, it will cloud your vision and influence your judgment unconsciously, this is called "Halo Effect". The following definition has been given to a halo effect:

"Usually, the term halo effect is used in the context of social or personal attribution as the tendency of biased rating or evaluation of some individual: for example, when an individual has created an

impression of being good (or bad), this may bias ratings or evaluations of some other, actually unrelated characteristics of the same individual” (Bakhman, Breitmeyer, & Ögmen, 2007).

If we let this influence the designers and researchers, they will probably make the research injustice. They will follow the old conclusion and report unintentionally. Some misguiding word or speech might make the whole research unreliable and unreal. Although many people think they can handle this effect and work fairly, only a few of them can truly work without influenced. Only trained people and high-willing staffs have been proofed get less influenced on the Halo effect.

The suggestion is to train the designers and researchers who need to learn the old data. Order them beware during the research not to make this mistake. Hire a psychological adviser is another wise choice. From the above viewpoint, not only marketing research field need this consultant, but also all business activities.

3.1.3. Draft questionnaire

Keyword: Length

In the marketing research books and articles, how to design the questionnaire and question are mentioned, however, very few people suggest the questionnaire layout is as important as the question designed. Different layout has different impact. This is related to the psychology and psychometrics. For most of people, it is very hard to believe that these factors could influence the result of the whole research.

According to theory of Allen M. J., there are three type of answer tendency: Midway checking tendency, Extreme checking tendency and straight-line checking tendency (Allen & Yue 1979). The length of the questionnaire can impact the result of the research.

An academic experiment was made by Rothenberg, Herzog and Bachman (year) . It is to divide 56 students into 4 groups, who must answer 4 types of questionnaire 3 times, each time with new questions. The number of questions is 61, 122, 183 and 244. The statistic result is shown as the following Table 2:

Table 2. Questionnaire length experiment (Herzog & Bachman, 1981)

	Group 1	Group 2	Group 3	Group 4
Average	27.06	25.7	33.04	32.02
Stander deviation	10.76	11.8	9.97	11.54
Average	15.94	14.81	9.94	11.87
Stander deviation	9.17	10.45	9.73	11.41
Average	1.87	1.85	1.65	1.7
Stander deviation	0.31	0.34	0.32	0.37

Average means the average time in minutes the tester finish 61 question. The stander deviation is about the answers of the questionnaire. After the statistic and mathematic analysis, the conclusion of this chart is that the longer the questionnaire is, the lower stander deviation is. Especially in the last part, the students turn towards the middle option. The stander deviation reaches the lowest point. And the average time is reducing rapidly which means the respondents are is bored and giving answer randomly.

This shows that if the questionnaire is too long, people will not answer the questions as well as we expected. They may get tired and bored. The result of the research will become unreliable. Specifically, the result will tend to the average of the whole options. This factor will affect our survey result and make us harder to get their true attitude. Most people think even this impact existed; it will not influence the result that much. However, if these factors are ignored, the research result is inaccurate.

3.1.4. Sample-test research (pre-questionnaire handout)

Keyword: Conformity

Before the real research, the pilot research should be made. During the test, we can find many areas need to be improved, such as question itself, the length of the questionnaire, suitability of target group and so on. The pilot researchers also can check the assumed primary conclusion. According to the testing result, the researchers can make all necessary adjustments to produce the final questionnaire.

During the test research, there are some psychological factors need to be considered. Conformity is one of the most important factors in this process. To let the tester answer the questionnaire individually is much more important than we think, because there is an effect named conformity.

“Conformity is the process by which an individual's attitudes, beliefs, and behaviors are conditioned by what is conceived to be what other people might perceive. This influence occurs in both small groups and society as a whole, and it may be the result of subtle unconscious

influences, or direct and overt social pressure. Conformity also occurs by the "implied presence" of others, or when other people are not actually present." (Aronson, Wilson & Akert, 2007)

Depending on the actual situation, conformity phenomenon can be either good or bad. For instance, conformity could be an obstacle when trying to find out individual's opinion in a group. However, if most member of a team are hardworking, the passion with them could have a positive impact on the rest of the team.

Because conformity is a group phenomenon, such factors as group size, unanimity, cohesion, status, prior commitment, and public opinion all help to determine the level of conformity an individual will display (Aronson, Wilson & Akert, 2007).

The first scientist found this effect is named Asch. He made the well-known Asch experiment in 1956. The experiment is to test the public conformity. Figure 3 is the experiment description:

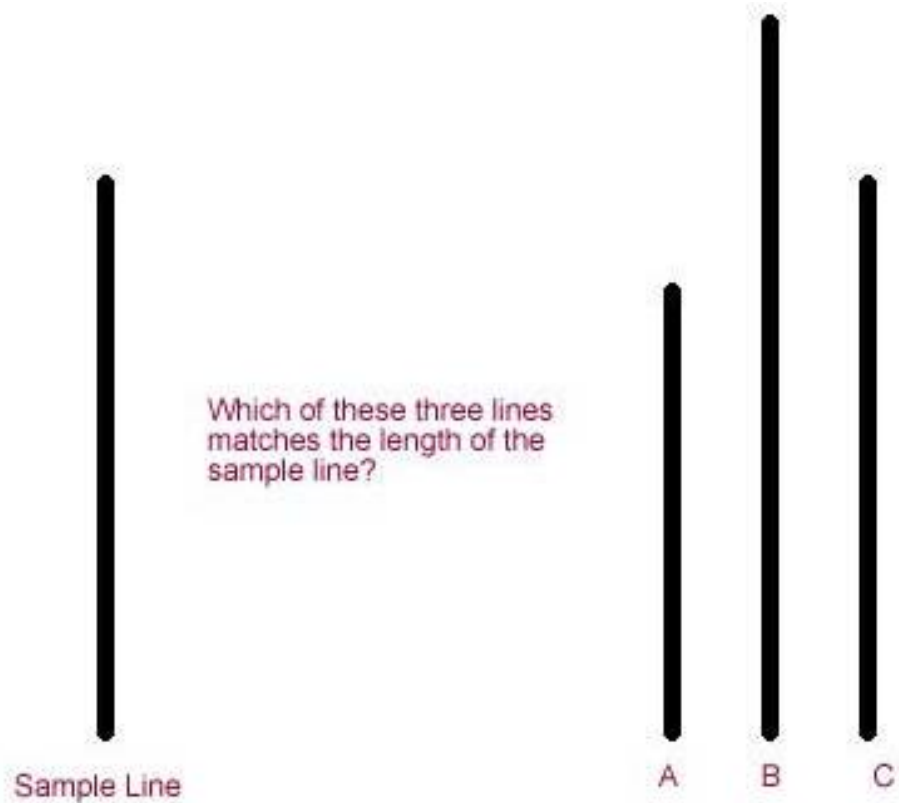


Figure 2. Asch experiment

The question is: which one line has the same length as the sample line.

Every group have 7 people, 6 of them are experiment assistants. Only one of them is the true tester. First two rounds, everyone has the right answer. In the 3rd round, first 5 experiment assistants give the wrong answer intentional, the true tester in the 6th position begin to doubt: to trust himself or follow the majority. The result is: at the beginning, the accurate rate is 98%. However, in the last few rounds, the accurate rate is 63%, which means that 75% true testers have made at least one wrong answer during the whole experiment. The conclusion of Asch experiment is that human have the characteristic named conformity (Asch, 1956).

In case of China, the conformity phenomenon is strongly influenced by

history and culture. Lao Zi, a great philosopher from ancient China has defined the meaning of life. Laozi represents a type of idealized non-agency associated with self-abnegation and conformity to a higher power (Brindley, 2010). There are other ancient personages have the similar concept aswell.

The conformity effect have multiple reasons, of which is” not to do the wrong thing”. Referring to the questionnaire research, the following issue should be avoided: don’t let the individual testers communicate with each other too much, never let them learn or watch other’s answers. These can be carried out by setting up a maximum number of testers, maintaining the distance and controlling the communication among them. This will help the researcher to get more reliable data, and the company will get a more reliable report.

3.1.5. Confirmation of questionnaire

At the confirmation stage, the researcher needs to reassure the questionnaire has no empirical mistake, which is one of the most important issues. This process is the final adjusting before the real research. To confirm the questionnaire is even more important than design it.

During the adjusting, try not to change the questionnaire too much. The adjusting numbers of question should less than five. In this process, any misguiding word should be completely replaced. According to the various subject theories, the final version of the questionnaire will be decided.

3.2. Implementation stage

3.2.1. Preparation

A good preparation for the research is the solid foundation for success. According to above mentioned Doctor Liu's (2005) theory, the re-check questionnaire and amended questionnaire should be made during this process. The amended questionnaire must be tested and finalized. It is an effective method to distinguish the different target groups. All the other details, such as the researcher's ID card or the backup for all relevant personal should be ready as well.

3.2.2. Implementation

Several factors should be considered during implementing the research. Most of the research staff should be trained with the knowledge of psychology.

Convincing skill

Keyword: Comply effect, gift.

To reduce the refusal rate can help the research group cut the cost and make the whole work more efficient. However, many convince behaviors could influence the tester's attitude. If the tester answer the questionnaire with a certain attitude the result of the research will become unreliable. Therefore, to convince the people to answer the questionnaire without too much unstable attitude is the key to success.

The most common way to reduce the refusal rate is to use the gift, which has been proved successful. The essence of this phenomenon belongs to the psychology. This is the extension of comply effect.

Burger's experiment was made in 1986. There are two groups selling the cake in the school yard. The control group are selling a cake and two cookie in one pack priced at 75 cent. Another group priced only the cake at 75 cent. However the buyer has been told he or she may get two free cookie if purchase the cake. The result is: only 40% of people have purchases the cake in the first case, 73% of people for the second group (Burger, 1986).

This experiment has proofed that the gift can make people become more conformable. To convince the people with the gift can reduce the refusal rate. This effect is widely used by other entrepreneurs with their promotions.

However, the gift should not be too attractive. Too attractive gift can bring positive attitude, raise the desire. All this is not good for a justified research result. The best way is to use something like well-made bookmark etc. The point is not to use attractive and expensive gift, but good enough to convince the people to spent 15 minutes on the questionnaire.

Another useful technique for the researchers is called the pique technique. This interesting technique was extension of comply effect, founded by Taylor (2004), the social psychologist.

The experiment is to ask experiment assistant act as beggar to use different sentence to beg for money. First time, the word is "Please share some coins" or "I just need some small change". In this case, only 23% of passers are willing to give money. Second time, the beggar has used different words "Please give me 17 cent"; "I just need 38 cent." In this case, almost 40% of people have spared the money.

Taylor said: When we see a beggar, the normal human will come up a scenario of this situation: walk pass, comment beggar's words, refuse or give. The different words use by the beggar can lead to a different result (Taylor, 2004).

This could teach the researcher a lesson. Be creative, using the different words or sentences, can bring changes. Try to utilize unexpected word to attract people to answer the questionnaire, such as "will you answer 27 questions?" It will receive positive result. There is a very useful subject named psychology of persuasion, which is being used, not only in the research field, but also in our daily life.

Research environment

Keyword: Comfortable

During the research, the environment for testers should be natural and comfortable. The environment has a great influence to the testers' attitude.

Environment is important for maintaining a justice attitude. Sometime people are more likely "cheated" by the unconscious thought. An interesting experiment has been made as following:

During a female meeting break, there are two rooms available for the women to relax. One of them is modern style, with fashionable chair and bar table; the light is good and strong. Another is classical style, with a very traditional furniture, soft light and wooden floor. The experiment is to test the tendency of female about these two rooms. The fact is, the first modern fashion room is

full of people. The second one has only a few females. The interesting thing is, when the researcher asks the attitude of those who enter the first room, over 85% of women said: among these two rooms, I like the old fashion one. However, they are standing in the opposite room. Although they said they like another room, they have chosen the first one. This is unconscious behaviors. The tendency and attitude is obvious even though the conscious mind has the opposite opinion.

This experiment has told us the environment misguiding the people judgment. In the further research, the scholar has learned, a relax environment could guide the people into a “feel good condition”. In this situation, people are relaxed and have a fair attitude. It is very good for the research to get a good result.

Therefore, a comfortable environment is very necessary for a modern marketing research. A spacious and clean room will be helpful. The light should be neither too strong nor too soft.

3.2.3. Recheck and data entering

Keyword: Social loafing and self-awareness

Recheck is to re-evaluate the quality of the questionnaires. Through this process, we can find the reliability of the research. Telephone and e-mail is the most common way to do the recheck process. The thesis will introduce these two research method in the particular parts.

At the data entering stage, the social loafing should be explained to all the

staff that is in charge of data entering, because any social loafing can have a negative impact on the result of this stage. In fact, working as team to complete data entering is not as efficiency as working alone.

Research about social loafing is begun in 1913 with Max Ringelmann's study in Paris. He found that when he asked a group of men to pull on a rope, that they did not pull as hard, or put as much effort into the activity, as they did when they were pulling alone. The main reason is that the social loafer or "free-rider" believes that their personal work is not being evaluated.

According to Latane's study (1996), "if a person is the target of social forces, increasing the number of other persons diminishes the relative social pressure on each person. If the individual inputs are not identifiable the person may work less hard. Thus if the person is dividing up the work to be performed or the amount of reward he expects to receive, he will work less hard in groups." (Latane, Williams & Harkins, 1996).

There are plenty of scholars continue to study with it. Many further experiments have been made after this one. The most common explanation is the responsibility diffuse and none-evaluated theory.

Recent studies also found that individual team members did not perform as well in the group situation as they did alone, even though the overall team performance was superior to the individual team members' performance (Hagger & Chatzisarantis, 2005).

In fact, there are many other factors such as culture background and gender also affect the group work efficiency. Karau's study find the people with

American culture background has very obvious social loafing phenomenon. Karau said social loafing is universal. Even with Chinese or Japanese culture background will have this phenomenon more or less (Karau & Williams, 1993).

Based on this theory, the suggestion is to work individually. In practical situation, the individual work station has been widely used for this reason. The work station in the office not only stops the chatting between the staffs, but also reduces the group loafing effect.

The evaluation for each staff's performance should be clarified. To let everyone know that their performance will be monitored and evaluated clearly, a bonus system for workers' performance should be set up very elaborately. Known by all the staff that their performance will be evaluated fairly is very important.

According to the social loafing theory, there are other factors could be taken into consideration, for instance, the cultural background mentioned earlier. How to deploy the staffs in a company with multiple culture background is also important. To assign the staff wisely will be a great contribution for the group work efficiency. Normally, people with an Asian culture are more likely to work in group. The efficiency can be improved when they work in a group. However, people with American culture are better at working alone (Gabrenya, Wang, & Latane, 1985).

Data entering is a hard and important work. This process directly affects the progress of the whole research. So managing this process wisely can be cost effective and time saving.

4. THE PSYCHOLOGICAL FACTORS AMONG THE INTERVIEW RESEARCH METHOD

Interview research method is a very common way to receive the valuable information. The definition of the interview research is different. Generally, the target group's sample is small. The answerer can be only one or a small group. The question they should answer is well prepared.

This kind of research is more likely to find out the particular reaction or feeling about a certain thing. Normally is the product. Based on this kind of research, the company can learn many detail of their product. The characteristic of the research is profundity. The question and researcher should be well prepared for interview research. From my point of view, the questionnaire should be designed no less than two weeks. The researcher also should be well trained. He or she should be know the research well, have the knowledge of psychology, marketing research and communication skill. There are several factors need to be paid attention.

During this interview, the most important factor is the tester. We should use as much factional psychology method to analyze the target people. The more we understood his or her personality well, the easier we could get the accurate and reliable answer.

4.1. Personality psychology

Personality psychology is to study the characteristic ways that people think, feel, and behave, varies considerably within and between different populations (Weiner, 2012).

With the developing of the personality psychology, more and more relevant branch subjects has been found up, such as physiognomy, phrenology, graphology and so on. All of them have been contained into personality psychology now. The main purpose of personality psychology is to use different way to know the human personality and reaction. Here are two famous theory in this filed.

4.2. Big 5 personality type theory

The 'Big Five' The Five Factor Model or the 'Big Five' is the trait theory which is supported by most research evidence to date. This theory was originated by several researchers. The Big Five types of personality are Neuroticism, Extraversion, and Openness to Experience, Agreeableness and Conscientiousness. These traits are commonly referred to by their initial letter: N, E, O, A and C. Extraversion refers to the tendency to seek stimulation and the company of others. For example, someone who is high on the extraversion dimension is talkative and outgoing, whereas someone who is low on this dimension is quiet and retiring. Neuroticism (also called emotional stability) is the tendency to easily experience unpleasant emotions, such as anger and anxiety. Agreeableness is the tendency to be good-natured, compassionate and cooperative. Conscientiousness is the tendency to be self-disciplined, and aim for achievement. Openness to Experience is the tendency to appreciate adventure and unusual ideas, and be imaginative and curious. It is proposed that personality can be fully described in these five dimensions. These dimensions are essentially 'supertraits' which are measured by six components (or subordinate traits). For example, the six subordinate traits of Neuroticism are anxiety, hostility, depression, self-consciousness, impulsiveness and vulnerability. The Five Factor model

can be measured using the NEO Personality Inventory. For example, a high Conscientiousness rating indicates a greater than average sense of responsibility and orderliness (Albon, 2007).

This theory model has classified different personality and summarizing them in to five type of person. It makes the theory complete and reliable. This perhaps is the reason Big Five theory has been accept by most of associations and individuals.

From the marketing research point of view, this model could be used. Big five could classify either testers or the researchers. According to different type of personality, different research plan could be made. The plan considered the tester' and researcher's personality will be better than the normal one.

4.3. Jung's personality type theory

1913, psychology master Carl Gustav Jung (Keqin, Yiqian & Xiujun, 2004) has presented his introverted and extroverted thinking type on the Munich International Mind Analyzing Conference. Eight years later, Jung completed his theory and publishes a book named "Psychological Type or the Psychology of Individuation".

Extroverted type people are very common; they are positive, curious, and confident. On the other hand, introverted people are solitary. The characteristic of this type people is obvious and can be easily tagged. According to Jung's opinion, neither of them is better. Each type of people has its own advantages and disadvantages. Although the extroverted type is sounds better and healthier. "Different situation needs different personality",

as was said by Jung (Keqin, Yiqian & Xiujun, 2004).

According to this theory, we could divide the testers into two groups. However, this definition of the tester's personality type requires the knowledge of psychology and the astute eyes. It means the researcher should be well trained, and join in a certain training course is necessary.

After the judgment of the tester's personality type, we could use two different plans to make the most of the research. Different personality with different interview plan could help the researcher get a reliable and accurate result.

Extroverted type: Balance the choice and open questions. These people's mind is "brisk". This is an advantage for creative job. However, it is not so suitable for a serious marketing research. To "control" their "mind-distance" is the priority factor need to be taken care of. To use certain sentence and serious performance is useful. The research environment could be a strange place; it could also help the researcher to restrain the positive mind active. If the personal information is needed, it should be asked at the end of the research.

Introverted type: A familiar and relaxed environment is very important for this type of people. Since they are emotional, a trusted elder researcher is better for them. During the interview, the researcher should be extremely friendly. To understand the tester's interests and hobbies is very helpful. The researcher could make the tester closer before the interview start by talk about the tester's hobbies. If the tester has shown any shyness or tired performance, the interview is failed.

4.4. Body language

Body language is a form of non-verbal communication, which consists of body posture, gestures, facial expressions, and eye movements. Humans send and interpret such signals subconsciously.

Borg attests that human communication consists of 93 percent body language and paralinguistic cues, while only 7% of communication consists of words themselves (Borg, 2009). Body language may provide clues as to the attitude or state of mind of a person. For example, it may indicate aggression, attentiveness, boredom, relaxed state, pleasure, amusement, and intoxication, among many other cues (Engleberg, 2000).

The study of body language study has been highlighted. The knowledge of body language is related to the unconscious and modern psychology. Define the statue of a people by judging his or her behaviors or any small movement.

In China, some body language is different from other regions. Avoid pointing, particularly to individuals, in this team culture. Equally to be avoided are extreme gestures, excessive movements, gesticulating or ways of speaking and moving which draw particular attention to the body. The Chinese consider these distracting as they put too much emphasis on the speaker, not the message (Turley, 2010).

4.4.1. Eye contact

Eye contact normally is used in a presentation or a speech. It has been well

studied by scholars It also has been proved that a proper eye contact behavior can establish trust and understanding between two people.

Eye contact is so powerful because it is instinctive and connected with humans' early survival patterns. Children who could attract and maintain eye contact, and therefore increase attention, had the best chance of being fed and cared for. As adults we still put a lot of credence in the signals we give and get from one another's eyes (Gorman, 2008).

Chinese people often avoid eye contact during conversations, especially when talking to the opposite sex or to strangers. Traditionally, it was considered impolite and aggressive to look directly into another's eyes while talking. However, outside of the big cities, foreigners may be the subject of stares, especially if they are blond or red-headed. Chinese typically have a "blank" facial expression during introductions. This is not a sign of unhappiness, dissatisfaction, or unfriendliness, but reflects the belief that there is virtue in concealing emotions (Jenny, 2003).

4.4.2. Sitting position

Normally, the interview takes longer time than other regular research methods. So both the researcher and tester need to have a seat. How do a people sit on a chair could also told us a lot of information and show us what is he or she thinking now. However, compared to other unconscious behaviors, sitting position is more deceptive.

Put arm on the table while sitting

This is a very good signal for an interview. If the tester is in this position, it means he or she is fully concentrated and very interested in the word you are saying. The tester will look at you or really thinks about the question you asked. The researcher should ask some core and complicated questions in this very situation. From the tester point of view, he or she will feel comfortable while seeing the researcher is in this sitting position. For the researchers, this sitting position is also important. It makes the tester feel respected and important.

When the topic or sentence attracts someone, the human body will be turning forward instinctively. The reason is that people want to get closer to the human or topic they are interested in. People who are in this situation put arm on the table are to balance the forwarded body.

“Ride” on the chair

In other word, the person is sitting at the opposite side of a chair. This is a very popular sitting position in the modern world, especially when people want to relax. However, from the psychology and body language point of view, this sitting position is not so good.

This is a defensive position. Normally, the person who was in this position are think you are an enemy or too aggressive for him or her, because, when sitting in this position, the back of the chair are protecting his or her thorax and stomach area. These are the weaker area compare to other place of a human body. In a word, a tester in this position is either feel unsafe or have a strongly disagreement.

The researcher should be aware about this sitting position. Fortunately, to fix it is not hard. The researcher could stand up and walk to the tester's front. This will make the tester change his position. Another solution is to move around the tester. For keep watching the researcher, the tester will change his or her position as well.

Here it needs to be mentioned that a female sitting in this position may have another purpose, to seduce male. Therefore, if the tester is a female and the researcher is a male, he or she should also consider the tester's attitude toward to the researcher (Zhongtian, 2008).

4.5. Data analyze after the interview

There are two part of interview research result: the writing data and the record data.

From the psychology point of view, the written data should be analyzed by the people who never have communication with the tester. The paper only contains the basic answer of the question written by the researcher. If the researcher has a certain attitude of the tester, he or she may bring the emotional factor to the analysis. It will influence the researcher result more or less. Instead of this, if the data is analyzing by someone who never seen the tester, he or she will be much more justice on analyzing the data.

To the record data should be analyze by the researcher who done the interview. The record not only contains the word, but also contains the speech. The researcher could remember the speech and understood the tester better. The speech also contains a lot of information. Let us see this

interesting example:

Here is a sentence "I didn't say she stole my money."

This sentence has 7 words. Stress on each word makes the sentence means differently.

Stress on "I": "I didn't say she stole my money."

-----Someone else may said.

Stress on "didn't": "I didn't say she stole my money."

-----Really, I didn't say it.

Stress on "Say": "I didn't say she stole my money."

-----I didn't said, but I insinuation is her

Stress on "She": "I didn't say she stole my money."

-----Someone else has stolen it, not her.

Stress on "Stole": "I didn't say she stole my money."

-----She may done something else with my money.

Stress on "My": "I didn't say she stole my money."

-----She may stole someone else's money.

Stress on "Money": "I didn't say she stole my money."

-----She may stole other thing from me.

(Jianpeng & Zuqing, 2007)

There is a common game, where first people whisper a sentence to the next one and he will pass the sentence in the same way until the last person in the game. Finally, the sentence usually becomes totally wrong. This is why we should let the researcher who has done the interview to do the record analyze. The researcher who has done the interview could get information from the record more easily than other researcher.

Record should be saved as a kind of important evidence and reference. The best way is to save it in the certain department.

5. THE PSYCHOLOGICAL FACTORS AMONG THE TELEPHONE RESEARCH METHOD

Compared with other methods, telephone researches have many advantages. Low cost and short research term make this method become one of the most popular methods in the modern marketing research. Telephone research is also easy to supervise.

However, the sampling and classification of the target is almost impossible for telephone research method. The number is random and the people on the other side of the phone are also randomly. For instance: the research is to explore the market potential for a new type of roller coaster. Then a 75-year-old female has picked up the phone, after a while you find out she is not even allowed to get on roller coaster due to sickness. The research is finished. Next phone is an 80-year-old great-grandfather with the similar situation. This situation might keep coming for an hour. This fact makes the researcher must able to complete the questionnaire once a valid respondent has shown. From psychological point of view, the two important things related to this issue are the research environment and the speech which the researchers are using to start and maintain the research.

5.1. Research environment

5.1.1. Reason and importance of research environment

A relaxed and comfortable work environment could always be helpful to the researchers to do the telephone research. The experience told us such a working environment could make people work better. To explain this from

psychological point of view, the great psychology master Freud and Jung's prototype and collective consciousness theory must be clarify. Everyone's brain has consciousness, unconsciousness and collective consciousness. Consciousness is normally called mind. It could be controlled and have a sense of exciting. Unconsciousness is the nature instinct and heredity reaction for certain stimulation. Just like the unconscious body language the thesis shown before. The collective consciousness is the psychological situation which is constructed by the external environment such as social environment, family environment, education environment (Freud, 1917).

Although Freud's theory is always been used to psychiatry, nowadays, it has been accepted by the modern psychologists, especially the collective consciousness and unconsciousness theory. From praxeology point of view, more than half of human action is led by the unconsciousness and collective consciousness. The conscious is only a thing we use to balance between the human instinct and the external environment. This process makes a kind of mentally what we usually called "mood" "or current situation". A good mood is because the people has balanced these two factors well; same for the bad mood, means two factors are not well balanced.

A good mood or situation could make people work more efficient. Here is a metaphor: a human brain is a commend center, has limited resources. The more projects is running, the slower efficiency for each project. Same does the real world. If you have spent most of you brain resource on adjusting and balancing, surely you will work slower than other. So it is much more important than people imaging.

5.1.2. Advice for making a good research environment

Any green plant will be nice. It not only make people feel comfortable, but also provide additional oxygen for the whole office. For a research office with 30 telephones, the maximum number of plant is 3. The reason for it is because the photosynthesis only happened with sunlight, the plant began to breath like human without sunlight, expend oxygen and produce carbon dioxide (John, 2009).

The light should be soft and single color. The most suitable light for doing the telephone research with computer is 50-60 Lux. Too weak light will make people feel unsafe. It directly make people will getting tired, especially the eyes. Too strong light will make people feel annoyed. It all will influence the researcher more or less. Also, use different color of light will make people very hard to concentrate.

5.2. Communication skill and establish trust

Beside the normal communication skill, the speech and the word are very important during the telephone research. If the persuade knowledge could be used properly, trust will be easily established between the researcher and tester. The trust relationship could make the whole research much easier.

During a telephone research, keep clear of the priority factor. Any exciting or unstable emotion will influence the word has been picked up. For instance: “demand” , “must”, “definitely”, this kind of extreme vocabulary only will be used when people hold a certain excited mood. These words are also containing “aggressive” and “command” meaning (Roger & Scott, 1989). For telephone research, the tester can reject the research easily. If the researcher has made the tester feel insulted, he or she will probably drop the

phone. However, if the researcher let the tester feel respected and comfortable, it will help the researcher work more efficiently more or less.

Therefore, how to prepare a trustable and convincing introduction paragraph will be very helpful. The researcher could find a reliable people or agency company to deal make up a polite introduction for them. It will be expensive but profession. Instead of let other making up the instruction, the researcher could do it by themselves as well.

Another important factor is trust. To let the tester trust the researcher is more necessary than we thought. It will not only influence the telephone research, but also will influence the result we have. Don't believe make people start to lie. Therefore, the researcher may get the answer which is not the true thought of the tester. All this should be avoided. There are several factors and details could help. If it is allowed, told the tester your name could be a great help on gain trust. Nowadays, the researchers are likely to speak their company's name instead of their own name. This makes the whole conversation happened in the shadow of entrust.

For instance, trying to be polite is another important factor. Study has shown that be polite is very helpful when establishing trust relationship (Solomon, 2001). Any polite word like "please", "Could you" will be good. A polite people could easy make himself or herself liked by others. If the researcher is trusted by the tester, it will be easy to corporation with the tester. In other word, using polite word could make the whole research more smoothly.

From the marketing research point of view, to complete the telephone research is important. Therefore, the speech should be taking into

consideration. A none-change speech normally will board a people easily.

Changing speech every few minute can maintain the feel of fresh. It will help the tester to finish the research more efficiently.

6. CONCLUSION

The theme of this thesis is to explain the psychological impact among the general marketing research processes. The current situation is: many marketing research has contravened the very basic psychological theory. This not only wastes resources, but also makes the result unreliable. This thesis can also show the reader how important psychology is. From my point of view, every marketing research should consult a psychological adviser to guide the whole group to implement the research procedure. Any necessary psychological factors should be taking into consideration during the whole progress. This will be a great contribution to the marketing research, no matter what kind of research method are used.

Based on the psychological and marketing research theory, all factors should be taking into consideration to avoid the deviation from all the type of research. Any researcher should have the basic knowledge or the instruction which are related to the psychology.

There are many other factors need to be discovered. The thesis is mainly based on the social psychology, common psychology, personality psychology and praxeology. If someone is interesting in the psychological factors among the marketing research, these are the basic subject need to be studied.

This thesis also contains a handbook. The hand book is a basic guide about how a researcher company should work to follow the psychological factor in the practical word. It contains the details and the general principle. Hope all the researchers should take the psychological factors into consideration while learning or doing the modern marketing research.

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ATTACHMENT. HANDBOOK FOR MARKETING PROBE CHIAN BRANCH

1. SLECTION OF THE RESEARCHER

1.1. General outlook and expression

While selecting the researchers, the height of individual should be optimum. The average height of Chinese is based on different regions. Selecting should according to local average height. Too high will bring too much pressure to your partner, oppositely, too short will lower the one's sense of existence.

The researcher's body shape should be acceptable. Too thin or too fat will make the tester uncomfortable. It will influence the result of the researcher, especially for the satisfaction evaluation. From the psychology point of view, overweight people will have the sense of inferiority normally. According to this, any too fat researcher should not been considered preferentially.

The face should be clean and normal. People with tattoo or great scar on the face should be avoided. During the conversation, face is one of the most areas to exchanging the information. Any external factor should not influence one's face expression.

Any face muscle disability or twitch hobbit researcher should not be the mystery customer. It will greatly influence the communication between the tester and the researcher.

1.2. Gender mix

When select the researcher, the supervisor must pay attention to the gender proportion. The suitable gender proportion should around 50% for each gender. Write down the amount before the selection and keep the amount of each gender under record. If male or female loss the balance, it will influence the efficiency to the whole research process.

1.3. Expression ability

When sifting the mystery customers, the expression skill should be one of the most important issue need to be tested. Any, speaking or voice disables such as fluency disorders or olophonia should be abandoned.

To using the correct word in the certain sentence, using the polite word to ask question, all these belong to the verb communication, which is the basic expression skill. Using the scene or research simulation is helpful. The simulation is to order tow researchers to act a short script: A ask B how to get a certain address. There are several questions asked by A and B. Such as “How to get to X street?” or “Do you know which bus should I take?” For B, question could be, “why you want to go X street?” or “Which place do you want to go exactly in X street?”

During the simulation, pay attention when each researcher when perform a question. To choose the one with stable expression and voice line instead of the opposite one. During the sifting stage, any of researchers who have the basic expression ability is enough.

2. THE TRAINING PROCESS

When have the training courses, better to mix the gender as well. During the course, the male should sit beside the female. If possible, make each two different gender a study team. It will make the training more efficiently. To show the equally, all course evaluation should be gender mixed. The researchers could be evaluation by a team. Also use comment article instead of score or test result.

For example, the fact is a male researcher scores 75 out of 100 and in the same study team female gets 85 out of 100. This information could be performance to the male in the article way: You have handle most of the knowledge to be a mystery customer. Just some part you need to review or ask from your partner and she is willing to study with you together. In general, you definitely did a great job so far.

2.1. Common psychology knowledge

Common psychological knowledge is the foundation of the psychology. Although the original training process has already contained the psychological knowledge, it should be segmented more clearly.

2.1.1. Personality

To understand the basic knowledge of human's personality is helpful. Before the mystery customer begin to start a research, to know the tester's psychological situation and personality is necessary.

Personality is complicated and combined. All these factors have made the personality is very hard to identify and conclude. However, the basic and practical knowledge will be necessary and helpful.

There are several models we can use, for instance Big Five theory model. During the lecture, the researcher must able to identified and distinguish the different type of personality. The following chart should be organized by researcher.

Table 3. Big Five characteristic sample

Type of personality	Characteristic
Openness	Creative, imaginative, autonomously, etc.
Conscientiousness	Order, careful, self-regulation, etc
Extraversion	Socialize, entertainment, adventure, etc
Agreeableness	Kind, trust, modest, frank, etc
Neuroticism	Inquietude, constrain, impulse, etc

Each researcher participating the training must be able to fill the correct characteristics with the correct personality type. After this theory model has been discussed, each researcher must identify themselves and draft a personal psychology portfolio.

2.2. Social psychology knowledge

While the mystery customer doing the research, any social factor and impact should be taken into consideration. Modern, rumors, group active, all of them are belong to the social psychology field. To have the basic knowledge of this will make the research perfect and keep the mystery customer undiscovered.

2.2.1. Group decision

This knowledge will help the researcher team to carry out a research plan efficient. Understand the group decision could help the researcher find out the key tester more accurate.

Before the research start, a meeting is necessary. A supervisor is needed. Usually, the one with the A blood type is better. Also, the one who has the best popularity is suitable as well. For a meeting, the important factors are: time, responsibility and group pressure. The supervisor should clarify the duty for each person. A decision must be made within a certain amount of time. To deal with the group pressure, any relax music before the meeting will be helpful. During the meeting, give and force everyone to share their opinion is the basic method to mitigate the pressure. The supervisor should have the knowledge of group pressure model and basic negotiation skill.

During the training, add meeting simulations. Let 6 or 8 people discuss a topic and force them to make one decision or a plan. The topic could be draft a research plan for X product's satisfaction. The limit is 90 minutes. Each group should have 6 to 8 member. Every group must have a supervisor. The supervisor should responsible for distributing the tasks to his or her member. First 60 minutes is for the team to research and represent the opinions. In this stage, lecturer must pay attention to every group to make sure each of them notice the group pressure, then give every member a chance to present opinion. The last 30 minute is to draft the plan. Finally, the plan must contain every member's opinion more or less.

2.2.2. Halo effect

According to the Halo effect theory, any impression or impact could influence the researcher and the tester. To avoid this, my suggestion is give the word to the researcher instead of let them speak freely and any personal investigation of the client company is not allowed.

To let the mystery customer doing the research with a certain impression of the target company is terrible. During questioning the tester, the certain feeling will "infect" the tester by many unconscious behaviors. The best way is to prohibit the personal investigation. The company could give the information to the relevant personal and let the Market Probe to make an introduction to the researchers.

It is necessary to give every mystery customer a speech draft and let them learn it well before start the research. The word of the draft should be justice and clear. Any emotional word should be avoided. For instance: perfect,

terrible, smoothly, good etc. All the details should be noticed. Try not to ask “What is your age?” instead of “How old are you?” Because the word “old” is even making people feel negative.

2.2.3. Appearance

According to the Halo effect theory, any injustice impression could influence the researcher and the tester.

The researcher’s appearance should be normal and social acceptable. Any visible tattoo or scar is not allowed since it could call up the certain reaction to the tester. The researcher’s face should be clean and the hair should in a normal color. In China, black is most common hair color. Yellow, gold, red should be avoided.

The cloth contain exciting factors (Rock music, exciting sport, famous people etc) should be avoid. To wear suit all the time is not suitable for mystery customer research method due to the different company. To wear normal cloth is necessary in most cases. For instance: blue T shirt with a jean. The color foundation is blue and the type of clothe is acceptable. Or blue shirt normal pants.

2.3. Expression and body language

Different expression and body language stand for different emotions and mental stages. Have the ability to “read” and “translate” this non-verb language will be helpful.

In the beginning, the researcher should be told the basic knowledge of non-verb communication (definition, usage, impact etc.). Then, to give the pictures which contain the certain emotion face to the researchers. Make sure the researchers are able to identify the basic emotion such as happy, anger, boring, tired, rejection, obey etc. This training could give the mystery customers the ability to read “face”.

2.3.1. Eye contact

Stare

Stare at the researcher means the testers is trying to get the idea of what has mentioned. In this eye contact, the tester and the researcher are exchanging the information efficiently with the language and the body language. This normally happened in the first few minutes, after a while, people will getting tired.

Beside this, stare is a very good movement while making conversation.

However, when we start the stare during the interview, we should understand the cultural background. For instance, in earlier days of China, staring at the elder generation will be considered as not polite. Sometime, staring at other also shows you have some disagreement of the opinion someone mentioned.

However, stare at the tester with smile will established trust faster. Once the researcher and the tester are both in stare situation, the interview will be easier.

View with angle (Side looking)

Beside the nature born defects, side looking is normal means contempt and distrust. You can find this expression in many places (Zhongtian, 2008).

Most of the people known this expression are not polite. Therefore, this kind of expression is called “micro expression”. It only stays less than one second on the face. To catch this expression, the researcher should be well trained.

Once the researcher sees this expression during the interview, it should be adjusting at once. We can't let the tester keeping this attitude do the researcher. We could use some gift or sentence which we have prepared before the interview to eliminate this distrust and contempt. If we ignore this factor during the interview, it will influence the interview result for sure.

Look around

Look around during the conversation or interview shows this persons lack confidence to make decisions. We could find many people looking around at the street. It is different from looking around during the interview.

When the researcher or tester having this expression, it makes the other feel you have a lack of power and confidence. The researcher should avoid this expression during the interview. It can be practiced during the daily life. Any other active to gain confidence or power may also help.

If the tester is looking around, it should be adjusted at once. In this case, we should analyze the current situation. First of all is the question. If the question required a high knowledge background to answer, and the tester is not enough, we should adjust it. For instance the question is: “What do you think

the marketing strategy of Nokia?" The tester may be confused and don't know what to say. Then the expression will probably show up. When the researcher sees this, he or she should lower the level of the question or try to use some sentence to gain the tester's confidence. For instance, the researcher could change the question into "What do you feel about the Nokia's cell phone?"-"How do you feel about Nokia's shop"-"What do you think of Nokia's advertising?"-"Do you think Nokia marketing is well?"-"What do you think of Nokia's marketing strategy?" If we ask the question in this order, we could have a more justice answer.

2.3.2. Useful body language

The researcher's appearance should be normal and social acceptable. Any visible tattoo or scar is not allowed since it could call up the certain reaction to the tester. The researcher's face should be clean and the hair should be social acceptable.

Body language is another important issue in this stage. Give the researchers sample picture of different body language and told them what are they stand for. At last, at least they should have the basic knowledge of defending movement and accept movement. It will be easier for the researcher to guide the research to a successful and reliable end. Here are some body language samples that could be studied.

Shrug

Some of the body language comes from the human instinct. These kinds of movement and the reason for it are universal. Take shrug for instance, it is a

universal body language. It has clear shows the people are not happy, doubt and surprise.

In fact, many emotions are hidden in the shoulder. It also contains a lot of male's pride. Shrug means that people is in a doubt situation. During the research, the tester may take this action if the question is puzzled him. The researcher should either change the question or to reorganized the sentence. If the question is not important, ignore it is best solution, since any question or sentence will gain the science of distrust between the researcher and the tester regarding to a puzzled question.

Hold one's shoulder

This is a universal body language. It is a negative movement can be translate as fear, reject, distrust, unsafe and defense. You can find this in an elevator which is full of stranger. Or stand in the queue for lunch. When people heard something sad and negative, this movement will be seen as well. This behavior means to protect the heart and lungs.

When this body language showed, researcher should able to change the way of asking. For example: once the tester hold his arm and listening, the researcher should change the question from "what do you think of this product?" to "could you introduce me this product's functions?" This could make the tester start to think and talk instead of listening. However, researcher must able to identify the subjective factors, such as like or hate a certain product.

All these body language are telling people what they feel now, or in what

situation presently. When doing the research, body language should be noticed and studied. It may help us a lot and help to make the research success.

2.4. Vocabulary and vocabulary

2.4.1. Volume

The volume while interviewing should be 50 decibel to 80 decibel. Too high or too low will both make the interviewee confusing and annoying. The certain equipment is required while training the researcher. A decibel meter will be useful.

To simulate the real research with controllable volume while training is recommended. Here is the sample: the lecture play the tester's role. The researcher plays the mystery customer role. There are fixed questions to ask. The researcher must carry a device to display the volume all the time. Every time the researcher's volume is higher than 80 decibel, a red light will light up for 3 second. If the researcher had his red light over 3 times during a research simulation, it will be regarding as failed, which means he have to practice and do the simulation again. Gender is an important factor in this situation. Different gender will bring different affect to the researcher's volume. While training, to simulate the interviewees with different gender is required.

Voice is mostly unconscious. However, to make sure that the researcher will not get too exciting or too upset is required and necessary. Telling them the consequence of "out of control" should be enough. For instance, if the volume is out of range during a real research means a 10 percent deduct of payment.

2.4.2. Vocabulary

Depend on the different clients, different questions should be organized. Any misleading words must be avoided.

Misleading words are those words that give a certain impression or attitude to the people. For instance: good, terrible, and sweet. If this kind of word must be used, then the “neutralization word” should be added. It means the opposite words of those misleading words. These two words balanced the sentence and make the question justice.

All workers should be able to handle at least 100 pairs of those neutralization words. Table 4 is a sample for this type of word s.

Table 4. Neutralization words

alive	dead	fat	thin
backward	forward	gentle	fierce
beautiful	ugly	good	bad
big	small	happy	sad
blunt	sharp	hard	soft
boring	interesting	heavy	light
bright	dark	high	low
broad	narrow	hot	cold
clean	dirty	innocent	guilty
clever	stupid	long	short
closed	open	loose	tight
cool	warm	loud	soft
cruel	kind	low	high
dangerous	safe	modern	ancient
dark	light	noisy	quiet
deep	shallow	normal	strange
difficult	easy	old	young
dry	wet	old	new
early	late	outgoing	shy
fake	real	poor	rich
fast	slow	right	wrong
strong	weak	right	left
terrible	wonderful	rough	smooth
far	near	short	tall
cheap	expensive	sour	sweet

For example, when doing a research for a candy company, the question must be organized in a “balance” way. “Do you think this candy’s taste is strong or weak?”, “Do you think the candy size is small or big?” instead of “Do you think this candy’s taste is strong?”, “Do you think the candy size is small?”

All researchers should be able to use them to organize sentences during the research as well. To make the scene simulation is one way to achieve it.

There are three parts in the simulation: one researcher, one tester and one judgment. The judgment should record and rank for the researcher and told them if their question is against the theory. If the mistake has been made more than 2 times, then the researcher will be ranked as fail which means he have to review and do the simulation again.

3. SUPERVISORY CONTROL

Supervise the research process is important and necessary. All researchers should be able to finish the research correctly. However, a good supervisory control and record could make the research develop further. To have a supervise system is also good for the working atmosphere.

For each research, there should be at least two supervisors. One of them is responsible for the researchers. He or she should be able to identify the error or flaw from the market research point of view, and correct them immediately. Another supervisor has the similar task, the only different is he or she should consider all issue from psychology point of view.

The supervisors also have the duty to record the research. The record could be video or audio. When the project is done, the record must be studied. It will make the next research more accurate.

4. EVALUATION AND DEVELOPMENT

After each project, evaluation must be done. The evaluation should contain the project evaluation and the individual researcher evaluation. And the complete evaluation should take both supervisors' opinion into consideration.

4.1. Individual researcher evaluation

Individual researcher evaluation should contain two parts: the self-evaluation and the supervisor evaluation.

Self-evaluation should be made during the research every day. It gives both supervisor and researcher themselves an impression of the performance. According to each project, different evaluation form should be organized.

The form should at least contain the following parts: self-score for the daily performance and self-evaluation for the task. Self-valuation not only gives the researcher a platform to express the stress and opinion, but also gives the supervisor the situation of the labor force.

The self-evaluation should be done right after the research and the result should be collected by the supervisor. Here is a self-evaluation sample form:

Table 5. Sample of self-evaluation form

	Yes(2)	Fair(1)	No(0)
Outfit filled required			
Acceptable face expression			
No misleading vocabulary			
Correct body language			
Proper eye contact			
Control the conversation			
Research tasks completed			
Research efficiency is good			
Total Score			

The score could give a general impression of the researchers' abilities. The

supervisor could use this evaluation result to adjust the labor force in the future.

The supervisor should have an evaluation for each researcher that participate the research. The evaluation should base on the supervisor's perspective and contain similar content with the self-evaluation form.

Combine the self-evaluation and the supervisor evaluation, the researcher's working situation can be easily judged and managed. A justice labor force evaluation is good for the company's future development as well.

4.2. Project evaluation

Project evaluation should be done based on the record. The supervisors have the duty to create and study the evaluation. Based on every project evaluation, a developing plan should be carrying out. It should contain the improvement plan from both market research and psychology point of view.

Continue develop is very important for a market research company. The feedback from the client and the project evaluation are the key to success.